

2013 Bus Service Optimization Public Consultation Summary



Table of Contents

Overview.....	1
What is Service Optimization?	2
What Changes Were Proposed?	3
Consultation Process	5
Feedback Summary	6
2/22 Service Refinement	6
101/154 Service Redesign	7
153 Service Refinement	7
159/177 Service Redesign	8
179/189 Service Redesign	8
211 Service Refinement	9
229 Service Redesign	9
251/252 Service Redesign	10
312 Service Refinement	10
314 Service Refinement	11
332/335 Service Redesign	11
502 Service Redesign	12
C1/C2 Service Redesign	12
C20/C22 Service Redesign	13
C21/C23 Service Redesign	13
C24 Service Refinement	14
C29/C30/C38 Service Refinements	14
C41 Service Refinement	15
C48/C49 Service Redesign	15
C98/C99 Redesign	16
N24 Service Redesign	16
Next Steps	17

Overview

From November 19 through December 17, 2012, TransLink conducted public consultation on a group of bus service change concepts under consideration for implementation in 2013. The process included a series of 11 open houses* across the region as well as an online component that included all consultation materials. Feedback was gathered in the form of a questionnaire, available in-person at open houses or online.

This consultation summary provides an overview of what we heard through the process and initial staff-level recommendations on how to proceed with each proposed initiative. The feedback received has been invaluable in ensuring an informed service planning process and helping TransLink to be better prepared to communicate with affected customers. In some cases, it has highlighted issues that can be addressed to some degree through mitigation measures or revisions to the proposals. In others, it has flagged concerns that are likely to come up if and when the changes move ahead. In some cases, projects may be put on hold indefinitely or until concerns can be adequately addressed.

For full details on the rationale for each proposed change or to learn more about how TransLink makes service planning decisions, visit our website at translink.ca/serviceop2013.

**This includes 10 open houses hosted by TransLink and one open house hosted by UBC Campus & Community Planning regarding proposed changes to routes C20 and C22. Details on that process can be found at planning.ubc.ca.*

What is Service Optimization?

Service optimization refers to the process of reallocating transit resources from low-productivity services to where demand is higher. It's a critical part of TransLink's ongoing program of managing the transit network and relies on the data gathered as part of the annual Bus Service Performance Review

Service optimization aims to make better use of transit resources by:

- putting service where it's needed most;
- matching service levels to demand;
- making the best use of taxpayer money; and
- helping TransLink generate revenues to support service to the region.

Changes presented through the 2013 Bus Service Optimization consultation process were proposed to achieve efficiencies assumed in TransLink's 2013 Base Plan and Outlook. In some cases, changes involving the reinvestment of resources can only be implemented if other proposed changes go ahead, freeing up the necessary resources.

Guiding Principles of Service Optimization

In fall 2010, TransLink consulted with the public on service optimization and confirmed these ten principles for guiding decisions about the reallocation of resources.

Where service is underused, decisions will be made to:

1. Maintain service, to the greatest degree possible, for transit dependent customers
2. Maintain services which are strategically significant for network connectivity
3. Minimize service reductions in areas where there are no other transit alternatives
4. Minimize impacts to existing infrastructure
5. Protect growing markets, where ridership or productivity is substantially improving

Where we reinvest services and resources, decisions will be made that are expected to:

6. Generate higher ridership and/or address overcrowding
7. Generate increased revenue ridership in proportion to increased service levels.
8. Maximize use of existing transit infrastructure
9. Increase revenue ridership
10. Support TransLink's long-term goals and objectives for the regional transportation system

What Changes Were Proposed?

TransLink makes adjustments to service levels across the system on a regular basis through service optimization. Often these changes involve minor frequency adjustments or changes to hours of operations. Where a change is expected to have a significant impact on our customers, or where community input is needed to inform final decision-making, we conduct public consultation well in advance of initiating the change. These typically include projects involving the rerouting of services, discontinuation of route segments, major frequency changes, or other high-impact changes.

For 2013, a total of 21 service change concepts were presented to the public in November 2012. These changes would affect a total of 34 bus routes across Metro Vancouver. A brief summary of each change is provided below, organized by subregion. Full details of each proposed change are available online at translink.ca/serviceop2013.

Vancouver / UBC

- **2/22 Service Refinement:** Combine as 22 and extend some short-turns to Knight and Kingsway
- **C20/C22 Service Redesign:** Discontinue C22 service, convert C20 to two-way and extend to South Campus
- **C21/C23 Service Redesign:** Separate services, extend C21 to Stanley Park and C23 along Terminal Avenue

Burnaby / New Westminster

- **101/154 Service Redesign:** Realign services to simplify network and improve directness of routes
- **C1/C2 Service Redesign:** Combine routes and extend to Kensington Square
- **C98/C99 Redesign:** Discontinue C99 and reroute C98 to improve service to Queensborough Landing area

Northeast Sector (Coquitlam, Port Coquitlam, Port Moody, Anmore, Belcarra)

- **153 Service Refinement:** Reroute via Schoolhouse Street to expand network coverage and reduce duplication
- **159/177 Service Redesign:** Combine routes and discontinue service on low-demand segments
- **179/189 Service Redesign:** Discontinue existing service and replace with new 188 David Avenue/Coast Meridian
- **C24 Service Refinement:** Reroute via Robinson Street and Foster Avenue to improve coverage and reduce duplication
- **C29/C30/C38 Service Refinements:** Reroute services near Coquitlam Centre to improve directness and reliability

North Shore (North Vancouver, West Vancouver, Bowen Island)

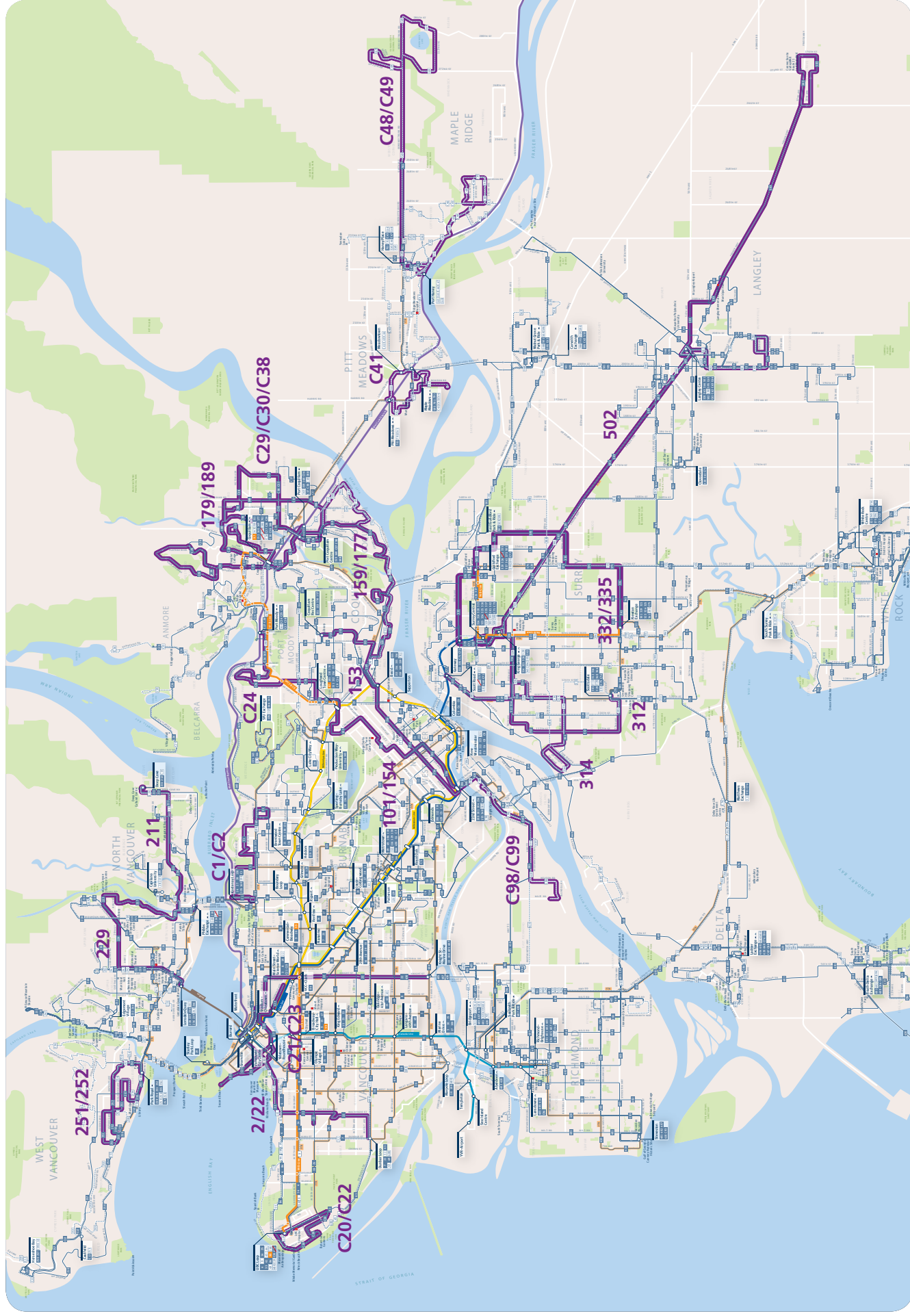
- **211 Service Refinement:** Remove low-ridership Fairway detour
- **229 Service Redesign:** Split service at Lynn Valley and convert lower-demand portion to 227 community shuttle
- **251/252 Service Redesign:** Reroute and convert to two-way service with connections to higher-frequency 250
- **N24 Service Redesign:** Reroute northern end of service to connect to Lynn Valley Town Centre

Maple Ridge / Pitt Meadows

- **C41 Service Refinement:** Convert to two-way service with reduced frequency and reroute via civic centre
- **C48/C49 Service Redesign:** Discontinue service on lowest-demand segments and reroute C48 to connect with West Coast Express

South of Fraser (Surrey, North Delta, Langley, White Rock)

- **312 Service Refinement:** Remove Scottsdale Mall detour to improve travel times and simplify route
- **314 Service Refinement:** Remove River Road segment to reduce duplication and simplify route
- **332/335 Service Redesign:** Combine services and reroute via 72nd Avenue to Newton Exchange
- **502 Service Redesign:** Introduce new 503 express service to Langley / Aldergrove and truncate 502 at Langley Centre



Regional Transit Map of All Proposed Changes* (in purple)

Note: Changes are shown as originally proposed during the consultation period. N24 change is not shown as this map shows day-time services only.

Consultation Process

Public consultation on the full set of proposed projects ran from November 19 through December 17, 2012. The process included a series of 11 open houses* across the region as well as an online component that included all consultation materials. Staff also met with community groups and municipal councils upon request.

Outreach strategies to inform the public about the process included:

- rack-cards posted on buses across the system,
- targeted SMS and e-mail alerts to subscribed customers of affected routes,
- ads in local newspapers two weeks and immediately prior to the relevant consultation event(s),
- articles in the print Buzzer as well as the Buzzer blog, Facebook and Twitter updates,
- distribution of materials and questionnaire to the TransLink Listens market research panel,
- posters in key community venues near affected areas, and
- direct outreach to customers that had submitted comments regarding affected routes in recent years.

Feedback was gathered in the form of a questionnaire, available at each open house and online, or via e-mail, mail or phone. The proposed projects were also circulated to the TransLink Listens panel to solicit additional feedback from a market research perspective.

Calendar of Consultation Events

Monday	Tuesday	Wednesday	Thursday	Friday
Nov 19	20	21	22	23
Consultation Period Opens	Vancouver Roundhouse Community Centre – 4-7:30pm Focus: 2/22, C21/C23	Coquitlam Evergreen Cultural Centre 4-7:30pm Focus: 153, 159/177, 179/189, C28/C30/C38	New Westminster Royal Centre 4-7:30pm Focus: 101/154, C98/C99	
26	27	28	29	30
UBC (Led by UBC C&CP) Thunderbird Arena 4pm Focus: C20/C22		Surrey Surrey Central Library 4-7:30pm Focus: 312, 314, 332/335	North Vancouver Mollie Nye House 4-7:30pm Focus: 211, 229, N24	
December 3	4	5	6	7
	Aldergrove/Langley Aldergrove Community Secondary School 5-7:30pm Focus: 502	Pitt Meadows Pitt Meadows Family Recreation Centre 4-7:30pm Focus: C41	Maple Ridge ACT – Arts Council Theatre 4-7:30pm Focus: C48/C49	
10	11	12	13	14
	West Vancouver West Van. Public Library 4-7:30pm Focus: 251/252	Burnaby Open House Gilmore Comm. School 5-7:30pm Focus: C1/C2		Online Consultation Remains Available Until Dec 17 (4pm)

*This includes 10 open houses hosted by TransLink and one open house hosted by UBC Campus & Community Planning regarding proposed changes to routes C20 and C22. Details on that process can be found at planning.ubc.ca.

Feedback Summary

Over **388 people attended the open houses**, with the highest volume attending Burnaby (107), Maple Ridge (50), and North Vancouver (47). In total, **813 questionnaires** were completed and returned (281 at open houses and 532 online). Over 110 e-mails were received providing additional feedback, as well as over 1,300 market research responses through the TransLink Listens panel.

The consultation materials were well received, with 88% of online respondents rating the information presented as Somewhat Helpful (47%) or Very Helpful (41%). Nearly eight in ten TransLink Listens panelists (79%) said they did not want or need any additional information about changes to any specific route.

The following high-level summary highlights the key themes that came out of the feedback received as well as recommended next steps. Feedback has been organized by proposed change in sequential order by route number. Response numbers presented include feedback received via questionnaire (in-person or online) and through the formal consultation process only. To avoid double-counting, these values do not include separate petitions or responses from the TransLink Listens panel.

Note: For full details on each proposed change, including a map, rationale, and service level implications, consultation materials can be viewed online at translink.ca/serviceop2013.

2/22 Service Refinement:

Combine as 22 and extend some short-turns to Knight and Kingsway

What We Heard

- 50 responses were received related to this change (13 in support, 23 opposed, and 14 neutral)
- Concern over reduced convenience and potential overcrowding associated with frequency reductions south of 16th Avenue in Dunbar and south of Kingsway on Knight Street

Recommendations

- Review updated fall 2012 ridership data to ensure service levels on the redesigned service continue to meet capacity needs
- Pursue implementation of proposed change as outlined (pending results of analysis)
- Frequent Transit Network (FTN) levels of service will be maintained along the entire corridor (15 minutes or less throughout the day and into the evening, every day of the week)

101/154 Service Redesign:

Realign services to simplify network and improve directness of routes

What We Heard

- 41 responses were received related to this change (22 in support, 16 opposed, and 3 neutral)
- Support from customers who see the improved network structure and directness of a rerouted 154
- Concern from seniors living near 8th Avenue and McBride Street over loss of direct connection to core shopping area (6th Avenue & 6th Street)
- Support from residents of 5th Street keen to see buses removed from this narrow residential street

Recommendations

- Pursue implementation of proposed change as outlined
- Work with the City of New Westminster to review bus stop positioning at 8th Avenue and 6th Street to facilitate convenient transfers

153 Service Refinement:

Reroute via Schoolhouse Street to expand network coverage and reduce duplication

What We Heard

- 6 responses were received related to this change (all opposed)
- Concern over potential crowding on 156 if 153 is removed from Brunette Avenue
- Concern over loss of early-morning service along Brunette Avenue
- City of Coquitlam Staff and council requested 153 be routed via Woolridge Street instead of Lougheed Highway

Recommendations

- Review updated Fall 2012 ridership data to ensure service levels on Brunette Avenue will continue to meet capacity needs. If 156 alone would not provide adequate capacity on Brunette, this project will be put on hold until resources become available to increase 156 service levels and/or adjust hours of operation.
- Pursue implementation of proposed change as outlined (pending results of analysis)

159/177 Service Redesign:

Combine routes and discontinue service on low-demand segments

What We Heard

- 32 responses were received related to this change (23 opposed, and 9 neutral)
- Concern over loss of coverage in Riverview area and along Cape Horn Avenue – some residents and some remaining users of Riverview facility
- Remaining users of Riverview facility include youth and families accessing social services on site
- Concern over loss of direct connection between Coquitlam Centre and Mayfair Industrial Park
- Some concern over increased travel times on 159 due to increased route length

Recommendations

- Pursue implementation of proposed change as outlined
- Pursue addition of stops along Lougheed Highway between Pitt River Road and United Boulevard to maintain some level of service coverage in Riverview and surrounding neighbourhood via route 169
- Explore alternatives to mitigate reduced connectivity for persons accessing Riverview services

179/189 Service Redesign:

Discontinue existing service and replace with new 188 David Avenue / Coast Meridian

What We Heard

- 94 responses were received related to this change (67 in support, 8 opposed, and 19 neutral)
- Broad support for new 188 service along Pinetree Way, David Avenue, and Coast Meridian Road
- Concern over potential overcrowding on C29 during peak periods if 179 is removed
- Concern that route does not go far enough up Coast Meridian Road into Burke Mountain area
- Support for converting C28 to Community Shuttle but concern about overcrowding during peak periods

Recommendations

- Review fall 2012 ridership data to ensure service levels remain adequate to meet capacity needs
- Pursue implementation of proposed change as outlined (pending results of analysis)
- Pursue addition of a West Coast Express feeder route during peak periods servicing the southern portions of Routes C28 and C29 with a full-sized 40' bus in order to meet heavy loads during West Coast Express times (subject to resource availability)
- Review options for further improving service to Burke Mountain area during upcoming Northeast Sector Area Transit Plan process

211 Service Refinement:

Remove low-ridership Fairway Drive detour

What We Heard

- 105 responses were received related to this change (10 in support, 92 opposed, and 3 neutral)
- Significant concerns from residents of Fairway Drive area, including:
 - safety and feasibility of children and seniors walking to alternative stops
 - operational feasibility of full-sized buses taking hill on Mount Seymour Parkway (winter safety)
 - loss of direct service to Parkgate Village commercial area (library, pharmacy, daycare, preschool, etc)
 - lack of wheelchair accessible stops on Deep Cove Road

Recommendations

- Retain current route alignment of 211 service as it is today

229 Service Redesign:

Split service at Lynn Valley and convert lower-demand portion to 227 community shuttle

What We Heard

- 19 responses were received related to this change (5 in support, 6 opposed, and 8 neutral)
- Broad acceptance of rationale and benefits of better matching supplied capacity to demand
- Some concern with loss of direct connection from Lonsdale Quay to Lynn Canyon Park (in particular during the summer and on weekends)
- Some requests for extended hours of operation on new 227 community shuttle service past 6pm

Recommendations

- Implement the proposed change as outlined
- Timing depends on availability of community shuttle vehicles

251/252 Service Redesign:

Reroute and convert to two-way service with connections to higher-frequency 250

What We Heard

- 24 responses were received related to this change (6 in support, 10 opposed, and 8 neutral)
- Support for introduction of two-way service
- Mixed feedback regarding the use of community shuttle vehicles instead of full-sized 40' buses
- Concern over required transfer to go downtown
- Concern over reduced frequency for areas previously served by both routes (e.g. Fulton Avenue)
- Concern over loss of service coverage near Queens Avenue and 15th Street (stop also used by residents north of Highway 1)
- Concern regarding operational feasibility of routing via Taylor Way as it experiences frequent congestion

Recommendations

- Work with West Vancouver Municipal Transit to identify alternative routings for redesigned 252 to maintain coverage and avoid traffic congestion at key locations
- Implementation depends on availability of community shuttle vehicles

312 Service Refinement:

Remove Scottsdale Mall detour to improve travel times and simplify route

What We Heard

- 4 responses were received related to this change (2 in support, 1 opposed, and 1 neutral)
- Support for straightening out route and improving legibility
- Corporation of Delta expressed concerns about the loss of this one-directional loop around Scottsdale Mall

Recommendations

- Implement the proposed change as outlined

314 Service Refinement:

Remove River Road segment to reduce duplication and simplify route

What We Heard

- 13 responses were received related to this change (1 in support, 12 opposed)
- Concern from residents of the Sunbury Neighbourhood over loss of direct connection to Scott Road Station
- Concern over walking distance and pedestrian environment to access alternative services

Recommendations

- Implement the proposed change as outlined

332/335 Service Redesign:

Combine services and reroute via 72nd Avenue to Newton Exchange

What We Heard

- 10 responses were received related to this change (8 in support, 2 neutral)
- Broad support for change as proposed
- Some concerns regarding potential reductions in service reliability and/or overcrowding along the Guildford – Surrey Central segment as a result of the longer route
- One request for earlier service on the 341 to compensate for loss of early-morning 335 service from 148 Street and 84 Avenue area

Recommendations

- Implement the proposed change as outlined

502 Service Redesign:

Introduce new 503 express service to Langley / Aldergrove and truncate 502 at Langley Centre

What We Heard

- 31 responses were received related to this change (21 in support, 2 opposed, and 8 neutral)
- Broad support for change as proposed
- Concern from Township of Langley Council and a few local residents over loss of service to Salmon River
- Request to route east-bound 502/503 via 102 Avenue, King George Highway and 100 Avenue to avoid slow, circuitous routing around Surrey Central Mall

Recommendations

- Implement the proposed change as outlined
- Explore feasibility of rerouting 502/503 near Surrey Central to improve reliability and travel times

C1/C2 Service Redesign:

Combine routes and extend to Kensington Square

What We Heard

- 171 responses were received related to this change (2 in support, 155 opposed, and 14 neutral)
- Significant opposition to change as proposed
- Concern over reduced service frequency, particularly during peak periods (vast majority)
- Concern over loss of direct connection to Hastings Street shopping opportunities in Burnaby Heights
- Concern about reduced coverage on Capitol Hill

Recommendations

- Retain current route alignments and reduce frequencies during off-peak periods only

C20/C22 Service Redesign:

Discontinue C22 service, convert C20 to two-way and extend to South Campus (Wesbrook Place)

What We Heard

- 975 questionnaires were completed and submitted to UBC related to this change
- Broad support for reinvestment of C22 resources into extension of C20 to South Campus and conversion to 2-way service
- UBC Campus & Community Planning propose rerouting C20 via West Mall instead of Marine Drive (Route A)
- UBC Botanical Gardens and nearby St. John's Hospice (future site) have expressed concerns regarding removal of service from Marine Drive south of Thunderbird Boulevard
- Note: this consultation was lead by UBC Campus & Community Planning. Additional information on the results of their consultation process can be found at planning.ubc.ca

Recommendations

- Undertake additional technical work to explore alternative routing options for western portion of route (Marine Drive vs. West Mall). Move ahead with implementation based on outcomes of this work.

C21/C23 Service Redesign:

Separate services, extend C21 to Stanley Park and C23 along Terminal Avenue

What We Heard

- 40 responses were received related to this change (28 in support, 3 opposed, and 9 neutral)
- Overall support for change, though many people had alternative ideas of how the services could be designed
- Many suggestions to extend C23 to VCC-Clark Station to improve West End – Millennium Line connections
- Some considered proposal to be an expansion of service and questioned consistency with optimization focus

Recommendations

- Pursue a phased approach to implementation:
 - Phase 1 – Break interline between services and adjust service levels on each to better match demand
 - Phase 2 – Explore extension alternatives and implement as resources become available

C24 Service Refinement:

Reroute via Robinson Street and Foster Avenue to improve coverage and reduce duplication

What We Heard

- 4 responses were received related to this change (2 in support, 1 opposed, and 1 neutral)
- Support for change and improved service coverage
- Concern over service gap on Clarke Road between Glenayre Drive and Como Lake Avenue if C24 is removed

Recommendations

- Implement the proposed change as outlined
- Introduce an additional stop on the 97 B-Line between Como Lake Avenue and Glenayre Drive

C29/C30/C38 Service Refinements:

Reroute services near Coquitlam Centre to improve directness and reliability

What We Heard

- 28 responses were received related to this change (10 in support, 8 opposed, and 10 neutral)
- Support for more direct routing of C29 and rerouting of C38 to avoid rail crossing and improve reliability
- Concern from seniors living in Westwood and Lincoln areas about loss of direct service to Port Coquitlam Centre
- Concern from current C30 users with loss of direct service to destinations on Pinetree Way

Recommendations

- Implement the proposed change as outlined

C41 Service Refinement:

Convert to two-way service with reduced frequency and reroute via civic centre

What We Heard

- 17 responses were received related to this change (1 in support, 4 opposed, and 12 neutral)
- Mostly neutral support for change, with respondents appreciating two-way service but concerned with maintaining connections with West Coast Express trips
- Some concerns raised with connections with other service during non West Coast Express hours

Recommendations

- Implement the proposed change as outlined
- Ensure that connections are maintained with each West Coast Express trip

C48/C49 Service Redesign:

Discontinue service on lowest-demand segments and reroute C48 to connect with West Coast Express

What We Heard

- 56 responses were received related to this change (3 in support, 48 opposed, and 5 neutral)
- Significant opposition to change as proposed
- Concerns over loss of coverage in Thornhill, Ruskin and Whonnock with no alternative transit services available
- Concern over loss of service on River Road (Albion Industrial Area)
- Suggestions to merge two services into one large two-way loop (Dewdney Trunk Road, 272 Street, 100 Avenue, Jackson Road, 102 Avenue, River Road, etc.)

Recommendations

- Implement a revised proposal where service coverage is maintained in Thornhill, Ruskin and Whonnock areas:
 - No change to current C49 routing
 - Reroute C48 near Haney Place to connect to West Coast Express during peak periods
 - Pursue rerouting of C48 via McClure Drive to improve coverage in Albion area
- Work with District of Maple Ridge and Ministry of Transportation and Infrastructure to enable left-turn out of River Road onto Lougheed to enable removal of Tamarack Lane loop on C48 in the long-term where service will continue to be provided by the C45/C46

C98/C99 Redesign:

Discontinue C99 and reroute C98 to improve service to Queensborough Landing area

What We Heard

- 11 responses were received related to this change (3 in support, 1 opposed, and 7 neutral)
- Requests to come further into Queensborough Landing with revised C98
- Concern with loss of midday and weekend service as C98 is weekday peak-hour only
- Requests to extend C98 further West along Blundell Road

Recommendations

- Implement the proposed change as outlined
- Pursue stop locations along the proposed C98 as close as possible to Queensborough Landing

N24 Service Redesign:

Reroute northern end of service to connect to Lynn Valley Town Centre

What We Heard

- 7 responses were received related to this change (4 in support, 3 opposed)
- Recognition of benefits of serving stronger anchor of Lynn Valley Town Centre
- Some concern over loss of late night service further up Lonsdale Avenue

Recommendations

- Implement the proposed change as outlined

Next Steps

The recommendations above will inform service planning decisions over the next twelve months. The timeline for implementing each of these proposed projects varies. Some projects require infrastructure improvements, fleet procurement, or rely on resources made available through other projects. Some projects are anticipated to go ahead in fall/winter 2013, with the remainder being rolled out in spring 2014. The specific implementation schedule is subject to change based on resource availability and other constraints.

Ahead of any major service change, TransLink does its best to communicate with customers that may be affected. This could include posters at bus stops or on-board vehicles, notices in local papers and in the Buzzer print newsletter and online blog, as well as updates to our Twitter and Facebook accounts. Subscribed customers will also be notified through TransLink's SMS and e-mail alert system. In some cases, street teams will be on-hand at key locations to inform customers in-person as a change is taking place.

Thank you to all those who participated in this consultation process. Your input is important and valued.

For more information and resources:

Visit our website at translink.ca/serviceop2013

February 2013